## DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER

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#### Introduction

The Department of Management Studies aims to promote academic growth by offering high quality PG and Doctoral programs. The department was established in 2008. It offers MBA with specialization in Finance, Marketing and HR with intake of 60 students. The doctoral program was started in 2011. The Department also offer Bachelors of Business Administrations (BBA). The department has well educated and research oriented experienced faculty members. The department has modern and well-equipped infrastructure facilities.

## 1. Activities organised by the department

a). Motivation session organized by Department of Management Studies in association with training and placement office

#### 2<sup>nd</sup> December 2021

A motivational session was organized by Dept. of Management Studies in association with training and placement office on 02 nd December 2021 in Auditorium (Offline mode). The session started with a welcome address by Dr. Rashmi & Dr. Shruti followed by presentation of memento by Chairman (Department of Management Studies) Dr. Ashustosh Nigam. This session was delivered by Mr. Sanjiv Vashisht who had more than 20 years of experience in delivering motivational sessions in various institutions. The topic of the session was "What are they looking for?-Requirement of Corporate's Today" is most relevant in today's time. This session provided an opportunity to BBA, MBA & B.COM (Hons.) students to understand future work scenarios and the skill set that they need to acquire in order to get absorbed in the future job market. Apart from this self-analysis exercise were conducted with students on stage to build their confidence. Around 100 students made their presence for the session.

The session concluded with a vote of thanks by Dr. Shruti.

Pictures of the session are as below:











(b) The Institution's Innovation Council (IIC) of the University in association with Department of Management Studies organized a session on Government Initiatives and Schemes for start-ups.

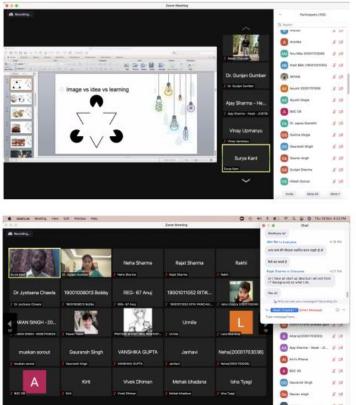
#### 18th November 2021

This session was organized to acquaint students and faculty members with the scheme and support provided by the government to promote start-ups in the country. The session was organized on 18th November 2021 at 3 pm on zoom platform. Mr. Surya Kant, Nodal Head (Entrepreneurship), Ministry of Skill Development and Entrepreneurship, Government of India was the expert resource person. He started the session by explaining the difference between an entrepreneur and a start-up. He highlighted that an entrepreneur is the who is self-inspired. The main source of ideas for an entrepreneur is the society. He explained the entrepreneurship ecosystem and emphasized that an entrepreneur needs to identify the problem, generate the need, listen, and explore. He explained it by giving real corporate examples of companies like ola and uber. He advised students to develop innovative thinking, lead through collaboration, and combine tenacity with confidence. He strongly emphasized that we need develop ourselves for entrepreneurship before seeking support from government. He acquainted students with various initiatives taken by government like start-up India Online platform, role of MSME and their development Institutes, MEITY, Atal Incubation Centre and state-based programs. He presented the Startup India online platform and advised students to make a profile on it, everything related to start-up ecosystem like learning resources, patents, state startup policies, networking opportunities etc. are available on this platform. Students asked a few questions relating to their start-up ideas and how they can prepare a business plan. Resource person advised them to use business model canvas to make their business plans. It was a fruitful and interactive session.

## **Activity Banner:**

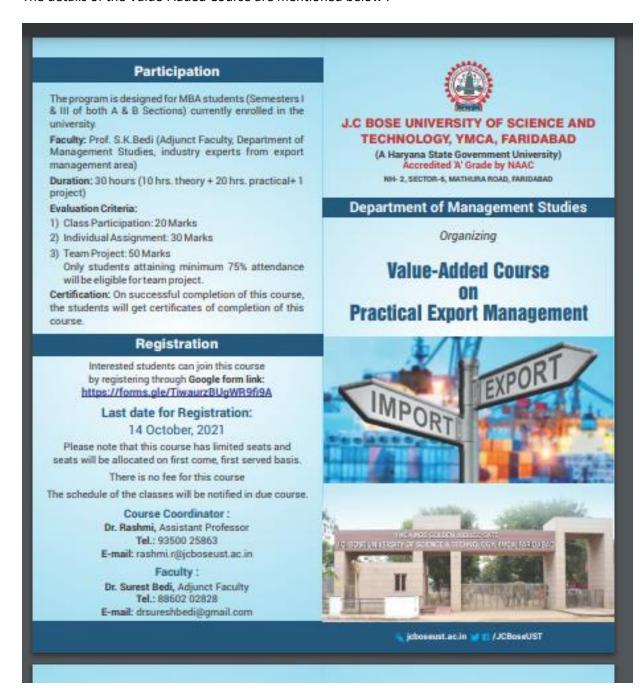


## **Activity Images**



(c) The department organized Value-Added Course on Practical Export Management. The last date for registration of the same was 14<sup>th</sup> October, 2021. On completion of the course the department provided certification. Prof. S. K. Bedi was the resource person for the course.

The details of the Value-Added Course are mentioned below:



#### ACHIEVEMENTS OF FACULTY

# 1. Conference attended

Dr. Rachna Aggarwal

Lessons learnt from a financial catastrophe: Yes bank going from Peak to peril, ISDSI global conference, IIM Nagpur, 27-30 Dec, 2021 (Online)